



Super
Emails

Letters

& Web
Content!



\$525

Implementation
CD Included

Walter S. Sanford

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Thumb drive notes: The files that make up this product are the files distributed in the original media with these exceptions. The Introduction and How to Use This Resource have been incorporated into this document. *Super Emails, Letters, and Web Content* is divided into 15 chapters. Each chapter has its own folder and there is also a composite book.

Product Contents by Folder

- Root Folder – Must-Read-SEL files in both DOCX and PDF formats
- Data CD – 15 chapters consisting of 708 pages in Microsoft Word format; a composite book is included as a complete resource in both Microsoft Word and PDF formats

I am excited to continue the legacy of Walter Sanford. Walter is retired and no longer available for speaking engagements and no longer offers his products for sale. He has authorized me to continue his legacy and distribute his products. **For help, please direct all inquiries to help@walterslegacy.store or 813-610-4348.** Visit our website at www.walterslegacy.store.

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A handwritten signature in black ink, appearing to be 'W.S.', written in a cursive style.

Walter Sanford
Author
Sanford Systems and Strategies

Introduction

Direct mail, email, and web content are three of the ways that a top real estate agent can contact the most potential clients at the least amount of cost and in the least amount of time while still offering the most value. The only problem -- where do all the brainstorming come from to develop hard-hitting correspondence and content to the people who will appreciate it the most? You know what I am talking about -- the correspondence that is sincere, fills a need, and consistently asks for the order. Every time I would sit down and start putting together any correspondence -- the phone would ring, an assistant would come with a question that just could not wait, a client would have a challenge, or a deal was ready to happen!

I found it sometimes very difficult to develop profitable, aggressive, result-oriented content so I feel your pain! Over the years, I found that weekends and evenings, those quiet times, were excellent times to devise well-worded, response-provoking correspondence. I have written thousands of letters in my career. Over the years, I eliminated the correspondence that did not pull -- but I kept using and improving those that did! Testing took up a good part of my real estate career and now it takes up the time for many of my coaching clients.

This collection of direct mail, email, and web content comes from my nearly thirty-five years experience that helped me rise to a career high of 72 million dollars in sales per year selling \$300,000 average price range homes! This correspondence will allow you to sell and list more creatively, faster, and more often. Because this collection of correspondence made me a lot of money and clients, I am very proud to share this collection with you.

These programs will play a large part in your business plan. I know that you can find the same successes as I have. Instructions are easy. See which of these programs can replace the tired old ones in your line-up, start some new campaigns, or cure problems that have plagued you for years.

As always, it is a pleasure to serve top real estate agents with lead generation and client satisfaction systems. You just shaved decades off the learning curve!



Walter Sanford
Sanford Systems and Strategies

How to Use This Resource

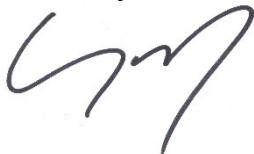
All communication is used to inform, promote, sell, warn, impress, teach, and hopefully elicit a response that will benefit your real estate business. There are hundreds of activities in real estate that require communication. Whether verbal, written, or electronic, you will make the decision of weighing the legality, convenience, cost, and emphasis.

The items of communiqué on these pages are arranged by subject matter. If you have a need for communication in specific area, simply take a look at the following table of contents.

However, the style of communication is based upon the return you expect. The largest impression is a hand-written note, but it affects volume. A minor impression is achieved with a web page or email so that it only affects a small percentage or satisfies the person who is actually looking for you or your service. I often tried to deliver messages electronically but never forgot to add a call or direct mail on some of the higher return demographics like current and past clients, FSBOs, expireds, out-of-state owners, and others that needed a higher touch solicitation or a multi-media approach.

Choose your need. Add some of your thoughts to any message. Decide how to present it to the world – social network, direct mail, email, web content, billboard, postcard, or other methods.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Sanford', written in a cursive style.

Walter Sanford
Sanford Systems and Strategies

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